

Abstract

The main goal of this bachelor thesis, „Comparison of media interest in Czechoslovakia/Czech athletes at summer Olympic Games in Ciudad de Mexico in 1968 and London in 2012“, is to compare the media interest in Czechoslovakia and Czech athletes in Československý sport, Sport, Mladá fronta, Mladá fronta Dnes, Rudé právo a Právo newspapers, during two summer Olympic Games concretely the one in Ciudad de México (1968) and in London (2012). The quantitative content analysis was used to find out how much of the space was given to our athletes in each kind of newspapers. I made the comparison of those two years and also the comparison of every each newspapers. Results of the analysis shows the differences and progress in the sports journalism.